

RIBBLE VALLEY BOROUGH COUNCIL REPORT TO HEALTH & HOUSING COMMITTEE

Agenda Item No. 6

meeting date: THURSDAY, 7 SEPTEMBER 2017
title: CHRISTMAS MARKET
submitted by: MARSHAL SCOTT – CHIEF EXECUTIVE
principal author: HEATHER BARTON – HEAD OF ENVIRONMENTAL HEALTH SERVICES

1 PURPOSE

1.1 To provide an overview on the Christmas Market activities proposed in Clitheroe market.

1.2 Relevance to the Council's ambitions and priorities:

- Community Objectives – To promote and support health, environmental, economic and social wellbeing of people who live, work and visit Ribble Valley.
- Corporate Priorities – To provide quality services efficiently and effectively.
- Other Considerations – None.

2 BACKGROUND

2.1 The Council has now delivered its first Christmas Market between 26 November and 17 December 2016. The Council objectives in doing so were as follows:

1. Bring visitors in from outside the district.
2. Encourage visitors to spend money elsewhere in the borough.
3. To provide value to community effort.
4. The offer of an opportunity over time to generate an income stream.

2.2 The daily operation of the event was carried out in-house by the Environmental Health team with assistance from the Market Superintendent.

2.3 It is believed that the Christmas Market had a positive impact on the local economy. It was highlighted that a number of issues such as the lack of speciality traders existed and traders' reluctance to commit to the event due to other events going on within Lancashire.

2.4 The market was seen as an opportunity for Clitheroe to attract new tourism and visitors, high spend shoppers and increased visits during the crucial trading periods.

2.5 It is felt this year that the Council and market traders would extend the retail offer around the market area allowing a festive atmosphere to spill into Clitheroe.

2.6 We believe Clitheroe to be a unique shopping area. This year it is proposed that the Christmas Markets coincide with existing events that run on the market. On 9 December and 16 December they are proposed to be Speciality Christmas Markets and promoted as such. This will allow traders from across the borough and beyond to trade in a distinctly British market.

2.7 The management of the event will fall to the Council to its Market Superintendent.

3 ISSUES

3.1 The proposed charge is £15 per stall or pitch (£12.50 plus VAT). The charge is to encourage traders who would not have previously visited the event to take the opportunity to sell within Clitheroe. This will only be the fee payable by regular stall and pitch traders on 9 and 16 December. It has been noted through other events that whilst traders are keen to attend, footfall is not always as high as they perceive or expect due to the precedent set by the August food festival.

4 RISK ASSESSMENT

4.1 The approval of this report may have the following implications:

- Resources – No implications identified.
- Technical, Environmental and Legal – No implications identified.
- Political – The decision reflects the Council's intention to maintain a vibrant market.
- Reputation – This document reflects the Council's ability to meet change in circumstances to maintain efficient, effective services.
- Equality & Diversity – No implications identified.

5 **RECOMMENDED THAT COMMITTEE**

5.1 Approve the recommendation of a non-refundable fee of £15 per stall including VAT for a pitch or stall during the festive period upon the market.

5.2 Show commitment to the Christmas Market and the retail trade within this area during the festive period.

HEATHER BARTON
HEAD OF ENVIRONMENTAL HEALTH SERVICES

MARSHAL SCOTT
CHIEF EXECUTIVE

BACKGROUND PAPERS

(If any)

For further information please ask for Heather Barton, extension 4466.

REF: HC/070917/H&H